



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

Contract / Revision	Alt Order #
580419 /	
<u>Product</u>	
Matheson for Congress 2012	
Contract Dates	Estimate #
10/15/12 - 10/21/12	12259
Advertiser	Original Date / Revision
Matheson/D/Congress	10/01/12 / 10/01/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KSTU	Kent Carbon
Special Handling	
<u>Demographic</u>	
Adults 25-54	
IDB#	Advertiser Code
Agency Ref	Advertiser Ref

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
N 1	13	10/15/12	10/21/12	M-F 6a-7a	6a-7a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	--1-1--				2	\$375.00			
N 2	13	10/15/12	10/21/12	M-F 7a-8a	7a-8a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	11-1---				3	\$375.00			
N 3	13	10/15/12	10/21/12	M-F 8a-9a	8a-9a		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	--1-1--				2	\$375.00			
N 4	13	10/15/12	10/21/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1----				1	\$150.00			
N 5	13	10/15/12	10/21/12	M-F 11a-12p	11a-12p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	---1---				1	\$175.00			
N 6	13	10/15/12	10/21/12	M-F 3p-4p	3p-4p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	1-----				1	\$200.00			
N 7	13	10/15/12	10/21/12	M-F 4p-5p	4p-5p		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$200.00			
N 8	13	10/15/12	10/21/12	M-F 530p-6p	530p-6p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1--1--				2	\$400.00			
N 9	13	10/15/12	10/21/12	M-F 9p-1005p	9p-1005p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	1-1----				2	\$1,500.00			
										Totals		
										18		\$7,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/19/12	18	\$7,750.00	\$6,587.50
Totals	18	\$7,750.00	\$6,587.50

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Salt Lake City, UT 84116
(801)532-1300

Contract / Revision	Alt Order #	
580419 /		
Contract Dates	Product	Estimate #
10/15/12 - 10/21/12	Matheson for Congress	212259
Advertiser		Original Date / Revision
Matheson/D/Congress		10/01/12 / 10/01/12

Signature: _____ **Date:** _____

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Order Add to Schedule
Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

12259

Contact: Kent Carbon

Phone: 801-532-1300

Email: kent.carbon@fox13now.com

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
KSTU 6a News	EM		M-F	\$375.00				1		1		2
6:00 AM	7:00 AM	30		\$750.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 7a News	EM		M-F	\$375.00	1	1		1				3
7:00 AM	8:00 AM	30		\$1,125.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 8a News	EM		M-F	\$375.00			1		1			2
8:00 AM	9:00 AM	30		\$750.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Live with Kelly	DT		M-F	\$150.00		1						1
9:00 AM	10:00 AM	30		\$150.00								
KSTU 11a News	DT		M-F	\$175.00				1				1
11:00 AM	12:00 PM	30		\$175.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Judge Judy	EF		M-F	\$200.00	1							1
3:00 PM	4:00 PM	30		\$200.00								
Dr. Oz	EF		M-F	\$200.00		1	1	1	1			4
4:00 PM	5:00 PM	30		\$800.00								
KSTU 5:30p News	EN		M-F	\$400.00		1				1		2
5:30 PM	6:00 PM	30		\$800.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
KSTU 9p News	LN		M-F	\$1,500.00	1		1					2
9:00 PM	10:00 PM	30		\$3,000.00								
Highly pre-emptible at LUR per KSTU. Move to L2												
Station Gross Totals				\$7,750.00	3	4	4	3	4			18

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/30/2012 3:30:14 PM

KSTU-TV

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suzannel@mediastategies.com



Station Buy Detail

Salt Lake City, TV add

Est ID: 12258

Client: Matheson for Congress 2012

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

KSTU-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct							
KSTU 5:30a News	EM	M-F	\$250.00		1						1
5:30 AM - 6:00 AM		30	\$250.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 6a News	EM	M-F	\$375.00						1		1
6:00 AM - 7:00 AM		30	\$375.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
KSTU 7a News	EM	M-F	\$375.00		1		1				2
7:00 AM - 8:00 AM		30	\$750.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
KSTU 8a News	EM	M-F	\$375.00	1		1		1			3
8:00 AM - 9:00 AM		30	\$1,125.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
Live with Kelly	DT	M-F	\$200.00				1				1
9:00 AM - 10:00 AM		30	\$200.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
Judge Judy	EF	M-F	\$200.00			1					1
3:00 PM - 4:00 PM		30	\$200.00								
KSTU 5:30p News	EN	M-F	\$500.00		1						1
5:30 PM - 6:00 PM		30	\$500.00								
Sold out at LUR per KSTU. Move to L1 to clear.											
KSTU 9p News	LN	M-F	\$1,500.00	1		1					2
9:00 PM - 10:00 PM		30	\$3,000.00								
Sold out at LUR per KSTU. Move to L2 to clear.											
Station Totals			\$6,400.00	3	2	3	2	2			12
Station Net			\$5,440.00								

KSTU-TV

Kent Carbon

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

5020 Amelia Earhart Dr Salt Lake City UT

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